IN THE CLAIMS:

1-79. (Canceled)

80.   (Currently Amended) A method for conducting electronic transactions over a network, comprising:

at a merchant computer:

sending, to a consumer computer, an electronic mail message associated with an electronic transaction, the electronic mail message including a link to a consumer information server; and

at the consumer information server:

receiving, from the consumer computer, a connection request based on the link,

determining whether a consumer using the consumer computer is registered with the consumer information server,

if the consumer is not registered with the consumer information server, sending, to the consumer computer, a request for registration information,

receiving, from the consumer computer, registration information in response to the request, the registration information including a consumer identification number, and

storing the registration information.

81.   (Previously presented) The method of claim 80, wherein the electronic mail message includes purchase information associated with the electronic transaction.

82.   (Previously presented) The method of claim 81, wherein the purchase information includes a merchant computer uniform resource locator.

83.   (Previously presented) The method of claim 80, wherein the electronic mail message includes connection software to generate the connection request on the consumer computer.

84.   (Previously presented) The method of claim 80, wherein the link includes an Internet address of the consumer information server.

85.   (Previously presented) The method of claim 84, wherein the connection request includes the Internet address of the consumer information server.

86.   (Previously presented) The method of claim 80, wherein the registration information includes a consumer electronic mail address.

87.   (Previously presented) The method of claim 86, wherein the registration information includes a consumer passphrase.

88.   (Previously presented) The method of claim 87, wherein the registration information includes consumer payment information.

89.   (Previously presented) The method of claim 88, wherein the registration information includes a consumer shipping address.

90.   (Previously presented) The method of claim 89, wherein the registration information includes a consumer shipping method.

91.   (Previously presented) The method of claim 80, further comprising:

at the consumer information server:

        checking the registration information for errors; and

        sending a cookie to the consumer computer.

92.   (Previously presented) The method of claim 80, further comprising:

at the consumer information server:

        sending an electronic mail message to the consumer computer indicating that the registration information was stored.

93.   (Currently Amended) A method for conducting electronic transactions over a network, comprising:

at a merchant computer:

sending, to a consumer computer, a first electronic mail message having a link including an Internet address of a consumer information server;

at the consumer computer:

selecting the link contained within the first electronic mail message received from the merchant computer, and

sending a connection request to the Internet address of the consumer information server; and

at the consumer information server:

determining whether a consumer using the consumer computer is registered with the consumer information server,

if the consumer is not registered with the consumer information   server,

sending, to the consumer computer, a request for registration information in response to the connection request received from the consumer computer,

receiving, from the consumer computer, registration information in response to the request, the registration information including a consumer identification number, a consumer electronic mail address and a consumer passphrase,

storing the registration information, and

sending, to the consumer computer, a second electronic mail message indicating that the registration information was stored.